



LTIMindtree's  
**MLR Solution**

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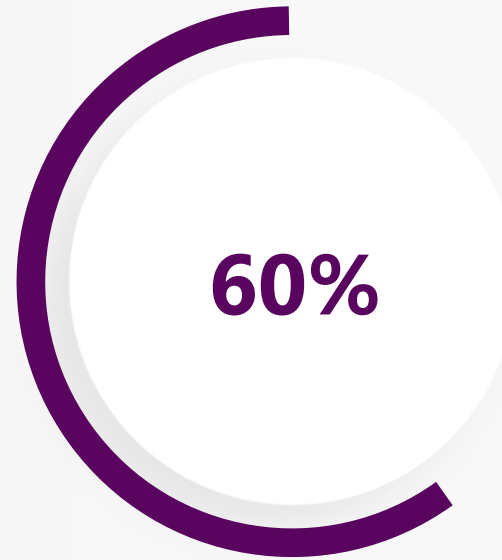
December 2024

# Traditional Promotional Material Review Process is **Complex**



## Costly Fines

Amount paid by life sciences companies in the U.S. to settle False Claims Act violations and off-label promotions in 2022



## Increased Competition

Annual increase in average annual drug approvals.



## Slow Review Cycle

Slow pace of reviews

# Organisations face **two key challenges** while reviewing promotional material



## Reduced Agility and Flexibility

Lengthy Review Cycle Time hinders efficiency and speed

Managing high volume and different claim types

Difficulty in cross-functional collaboration



## Navigating Complex Regulatory Guidelines

Ensuring compliance to regulations

Keeping up with regulatory changes

Navigating diverse global regulations

# We understand various challenges faced by various personas in MLR



## Product Owner

- Aligning global content for local markets
- High Cycle Times for Review
- Disparate MLR Process
- Insufficient Content Quality



## Content Creator

- Creating channel-agnostic content
- Hyper-personalization
- Shift in customer expectations
- Frequent reiterations due to changes post MLR



## Marketing Reviewer

- Ensuring alignment with multiple versions of branding guidelines
- Localization of marketing content
- Navigating cultural sensitivity



## Medical Reviewer

- High volume of evidence-data
- Manually linking claims to references
- Increased demand of evidence-based insights
- Complexity of omni-channel campaigns



## Legal Reviewer

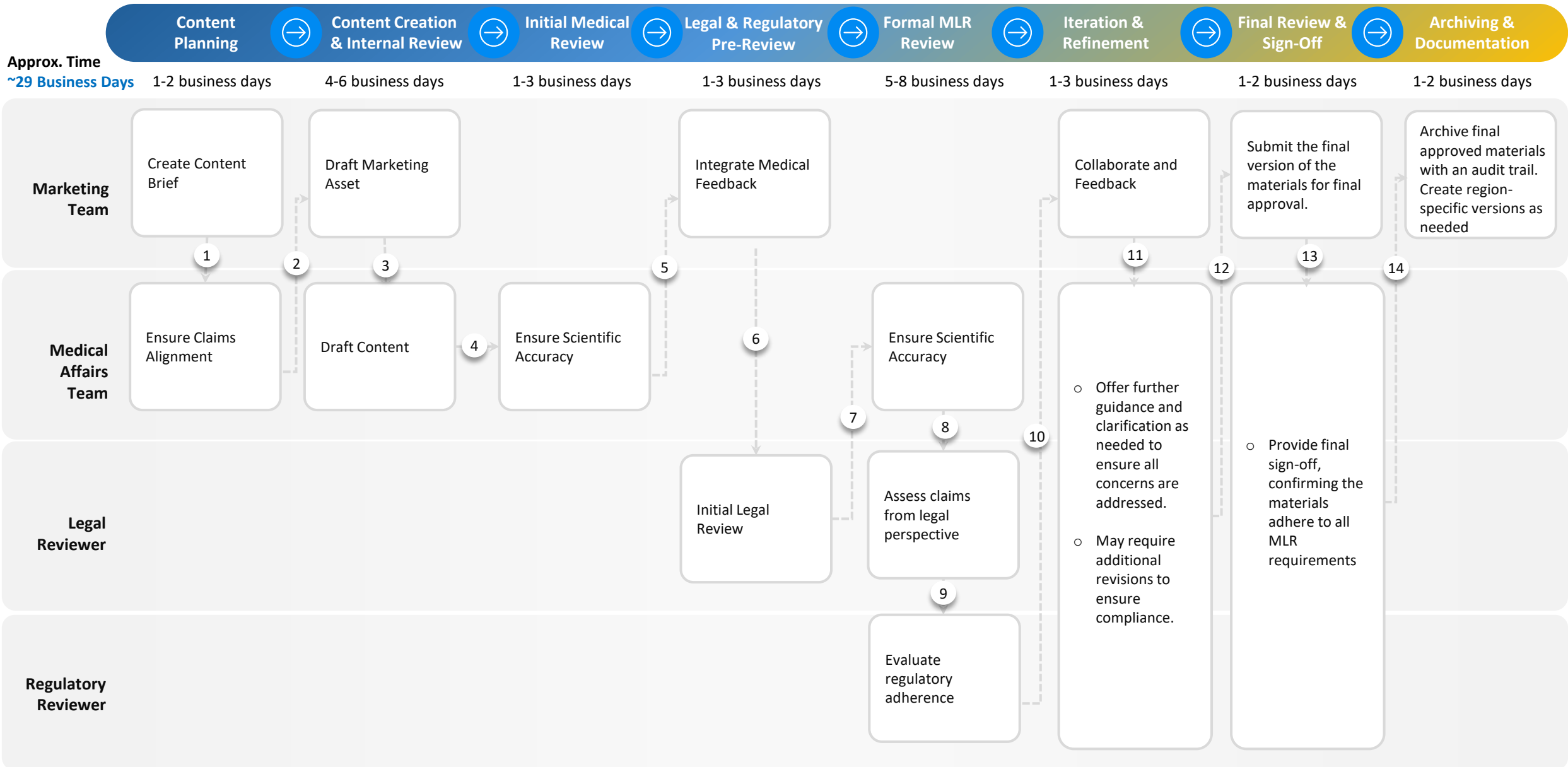
- Difficulty in collecting evidence for claim substantiation
- Addressing trademark issues in different jurisdictions
- Navigating complex legal regulations



## Regulatory Reviewer

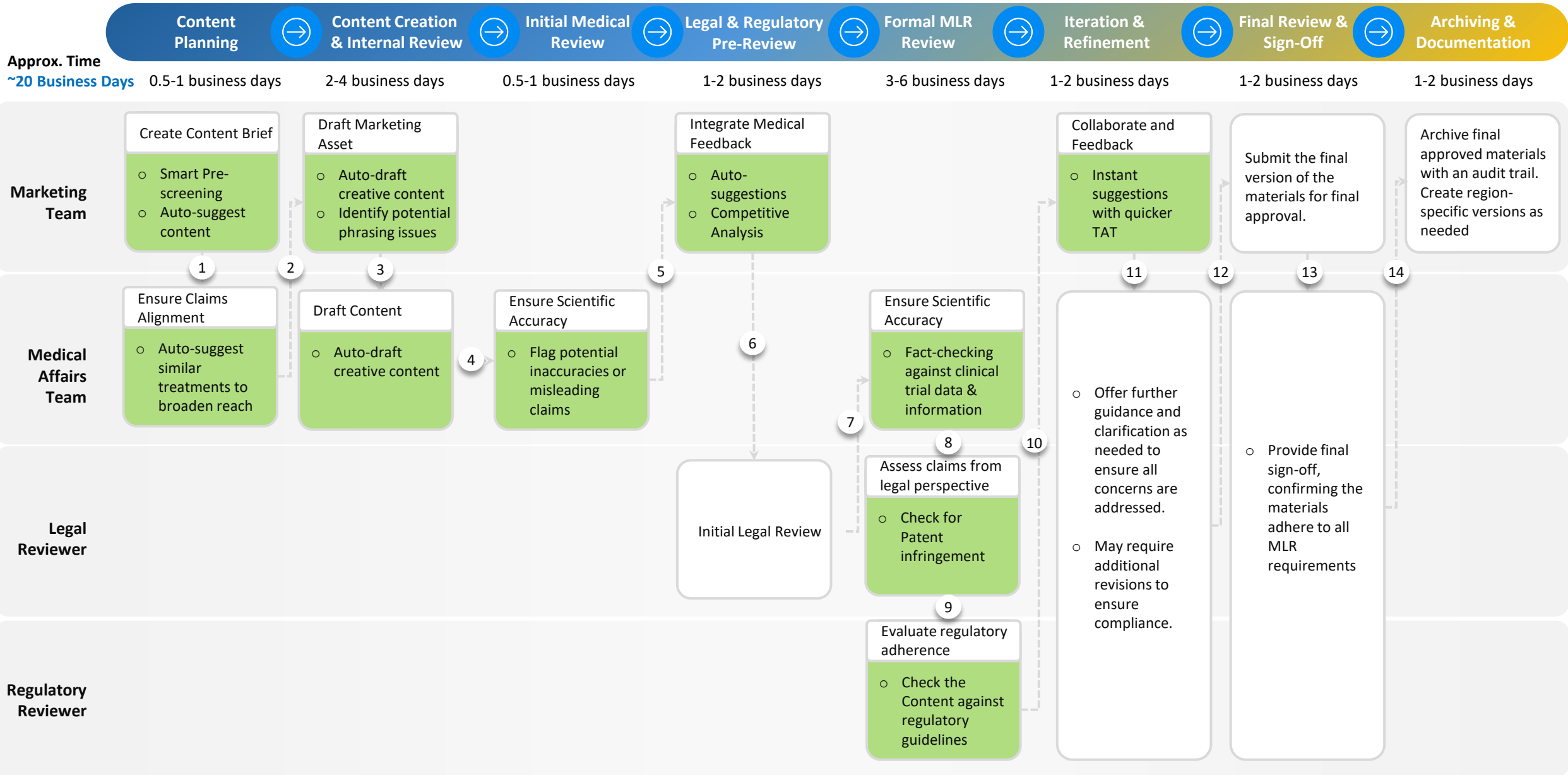
- Ensuring compliance for new content types, channels and platforms
- Staying abreast of emerging regulations
- Managing Diverse Global Requirements

# Current MLR Workflow: From Content Planning to Marketing Asset Launch



# Infusing GenAI in MLR Review Process: From Manual to Automated

Process Optimizations with GenAI





# LTIMindtree can help in seamlessly integrating MLR review during content creation

Content Creator + Review Platform helps Life Sciences organizations:

- MLR teams with built-in checks aligned to ensure adherence to multiple requirements and guidelines
- Leveraging Vision AI and multi-modal capabilities of GenAI to help marketers repurpose existing material to different segments.



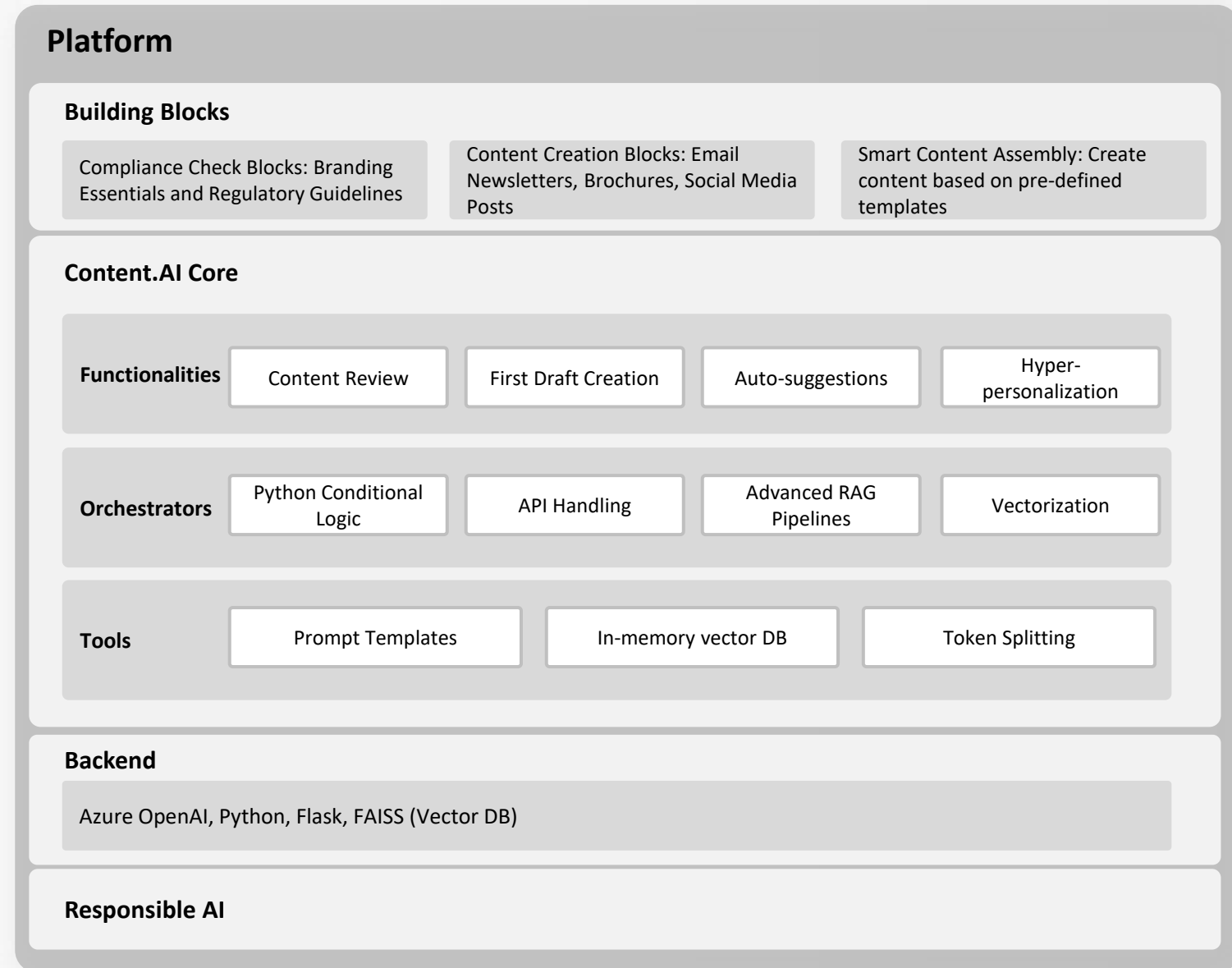
## Content.AI Platform

powered by GenAI



# A robust and secure platform is the cornerstone to our product architecture

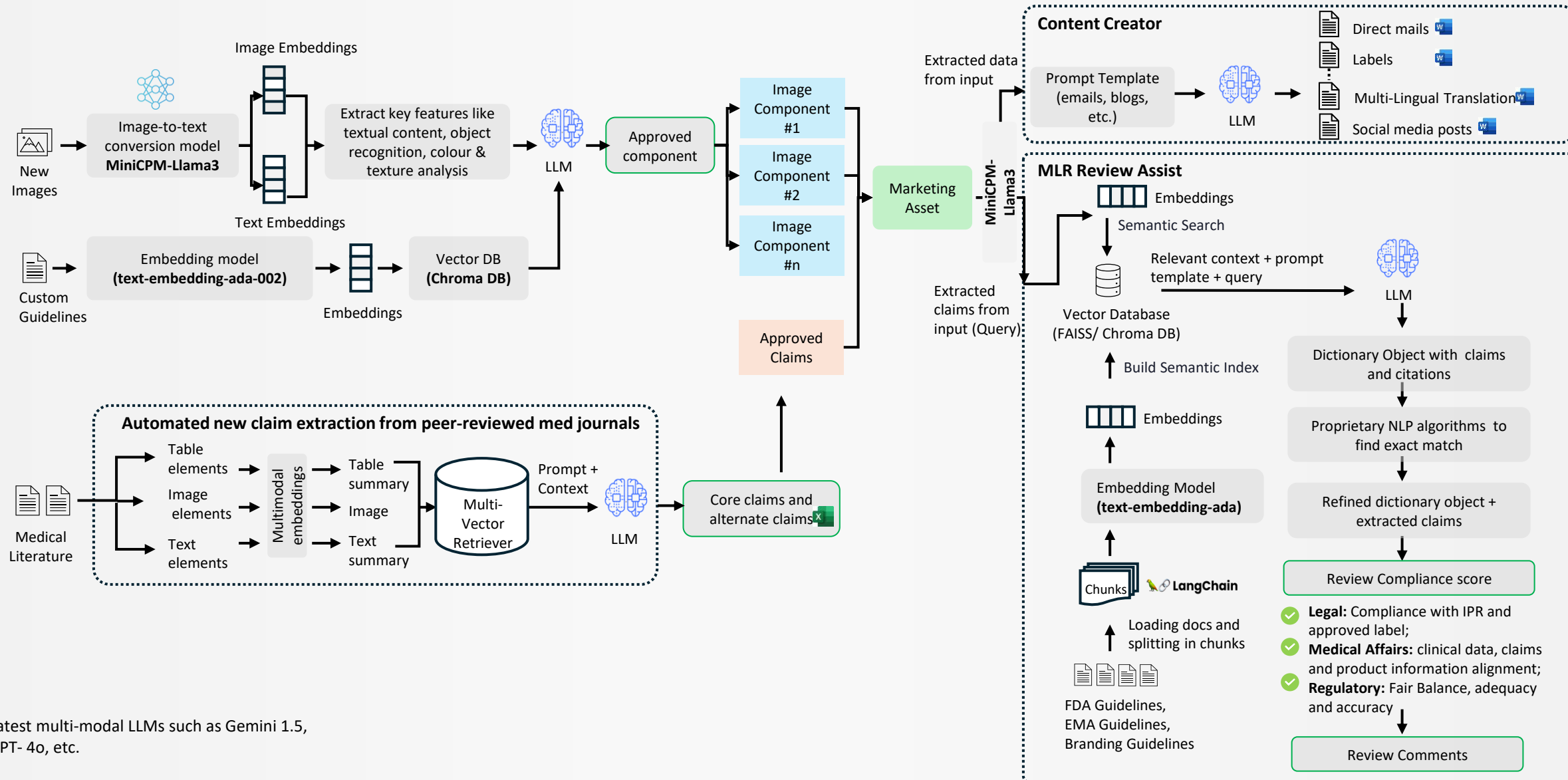
We have built a **robust platform** with powerful content review, content creator blocks and smart content assembly blocks.





# Technical Architecture of LTIM's end-to-end MLR Solution

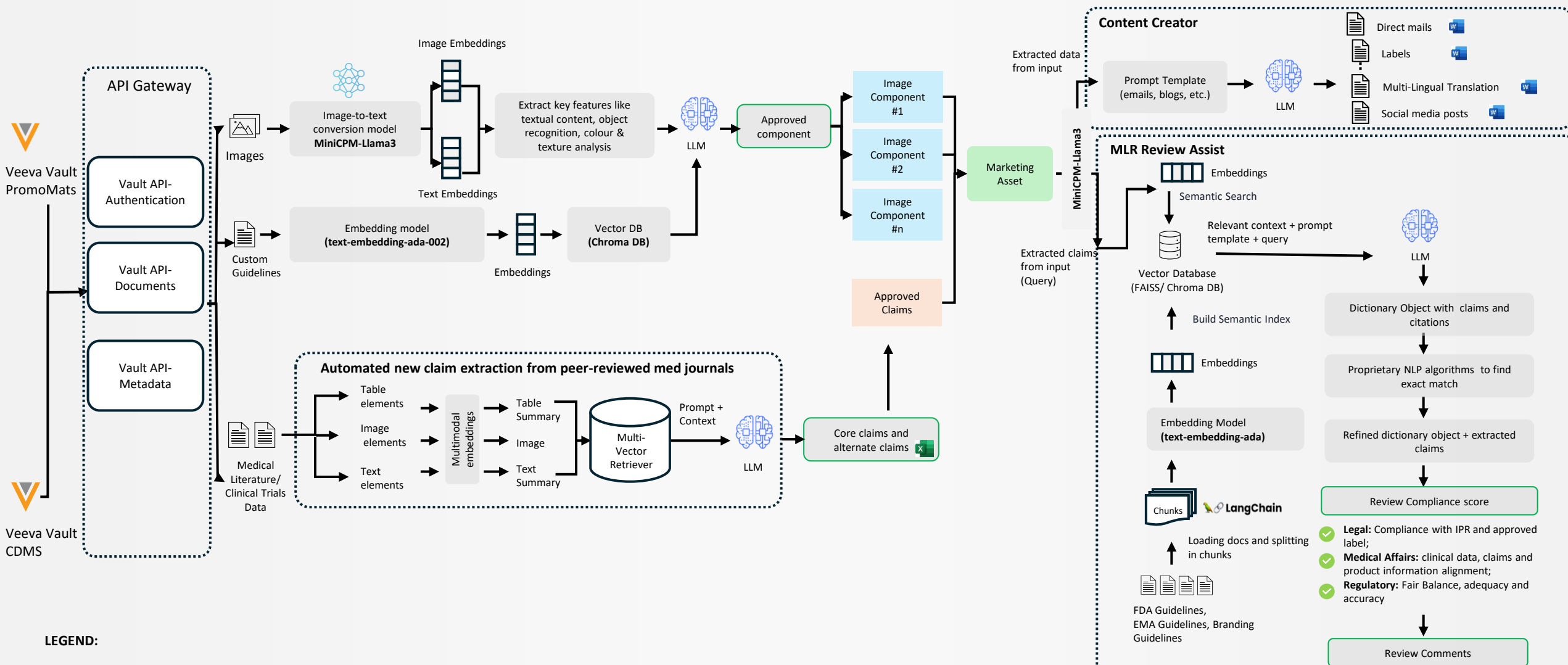
LTIM's solution can operate seamlessly with advanced multi-modal language models



**LEGEND:**

Latest multi-modal LLMs such as Gemini 1.5, GPT- 4o, etc.

# Unified Architecture Overview with Veeva Integration



**LEGEND:**

Latest multi-modal LLMs such as Gemini 1.5, GPT- 4o, etc.

# Content.AI Highlights

## Key Functionality

- Content Recreating Using Existing Content
- Content Review Based on Regulatory Guidelines
- Integration with existing Content Management Tools
- AI-Powered Matching Algorithms

## Security & Governance

- **Role-Based Access Control**
- **Comprehensive Guardrail Approach:** Layered security measure for identifying prompt injections, offensive messages etc.
- LLM generated code is executed in **Isolated Python Environment** to ensure security & Interference with host system

## Continuous Improvement

- **User Feedback:** Collect and analyze user feedback to identify areas for improvement and implement changes accordingly.
- **Internal Audits:** Conduct regular internal audits to ensure ongoing compliance with regulatory standards and identify potential areas for improvement.

# Scaling Content.AI with S.A.I.G.E

## 01. Strategize

### Assess

Enterprise Gen AI Readiness

#### Client Requirements

- Company's Style Guide
- Country-specific Regulations
- Marketing Strategy

#### GenAI Maturity

- Data Organization
- AI Governance and Policy
- Sufficient Safeguards

#### Current Tech Landscape

- Infra and Network Requirements
- Data Infrastructure

## 02. Accelerate

### Pilot

Rapid prototype

- Develop and Testing Prototype
- Refining based on feedback
- Evaluate results

## 03. Institutionalize

### Scale

Deploying pilot to production

- Cost-Benefit Analysis
- Performance Monitoring
- Model Maintenance and Validation
- Resource Optimization
- Standardized Protocols for updating and versioning models
- Ensure Seamless work integration
- Data Management and Scalability (Data Processing, Data Quality)

### Adopt

Driving AI led Change

- Change Management

## 04. Govern

Address key considerations at Program, Technology, Compliance, People & many more level with the right Enterprise AI Governance`

## 05. Enable

Anchor all your Gen AI imperatives through the right operating model that augments capabilities through hyper focussed initiatives & best in class tools to drive simplicity , clarity, and speed in execution

**Thank You!**

